



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Dudley Media
Attention: Accounts Payable
919 Catharine Street
Philadelphia, PA 19417

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
966061-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingt	National

Advertiser	Product	Estimate Number
FL Dem Party/3PAC/SACHS	FL DEM PARTY:SACHS,B	

Flight Dates	Order #	Alt Order #
10/23/12 - 10/29/12	966061	06387746

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/23/12	10/29/12	WPBF News 25 Mornings	6-7AM	MTWTF--	:30	5	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	5	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	10/23/12	6:14 AM	WPBF News 25 Mornings	6-7AM	:30	MLS-12-08H	\$275.00 NM
2	WPBF	W	10/24/12	6:10 AM	WPBF News 25 Mornings	6-7AM	:30	MLS-12-10H	\$275.00 NM
5	WPBF	Th	10/25/12	6:29 AM	WPBF News 25 Mornings	6-7AM	:30	MLS-12-11H	\$275.00 NM
1	WPBF	F	10/26/12	6:25 AM	WPBF News 25 Mornings	6-7AM	:30	MLS-12-11H	\$275.00 NM
2	10/23/12	10/29/12	Dr. Oz M-F 9-10a	9-10a	MTWTF--	:30	5	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	5	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/23/12	9:38 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-08H	\$225.00 NM
4	WPBF	W	10/24/12	9:53 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-11H	\$225.00 NM
5	WPBF	Th	10/25/12	9:36 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-10H	\$225.00 NM
3	WPBF	F	10/26/12	9:21 AM	Dr. Oz M-F 9-10a	9-10a	:30	MLS-12-10H	\$225.00 NM
3	10/23/12	10/29/12	10-11a Anderson Cooper	10-11a	MTWTF--	:30	5	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	5	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/23/12	10:44 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-08H	\$225.00 NM
4	WPBF	W	10/24/12	10:39 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-10H	\$225.00 NM
5	WPBF	Th	10/25/12	10:28 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-11H	\$225.00 NM
2	WPBF	F	10/26/12	10:24 AM	10-11a Anderson Cooper	10-11a	:30	MLS-12-11H	\$225.00 NM
4	10/23/12	10/29/12	THE CHEW	1P-2P	MTWTF--	:30	5	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	5	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	Tu	10/23/12	12:59 PM	THE CHEW	1P-2P	:30	MLS-12-08H	\$275.00 NM
2	WPBF	W	10/24/12	12:58 PM	THE CHEW	1P-2P	:30	MLS-12-11H	\$275.00 NM
5	WPBF	Th	10/25/12	12:58 PM	THE CHEW	1P-2P	:30	MLS-12-10H	\$275.00 NM
3	WPBF	F	10/26/12	12:59 PM	THE CHEW	1P-2P	:30	MLS-12-10H	\$275.00 NM



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Advertiser		Product	Estimate Number
FL Dem Party/3PAC/SACHS		FL DEM PARTY:SACHS,B	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/23/12	10/29/12	THE CHEW	1P-2P	MTWTF--	:30	5	\$275.00	NM
Class of Time - Pre-emptible with notice									
5	10/23/12	10/29/12	GENERAL HOSPITAL	GENERAL HOSPIT	MTWTF--	:30	5	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/23/12 10/29/12 MTWTF-- 5 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Tu 10/23/12 2:59 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-08H \$450.00 NM 1 WPBF W 10/24/12 2:59 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-10H \$450.00 NM 3 WPBF Th 10/25/12 2:59 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-11H \$450.00 NM 5 WPBF F 10/26/12 2:24 PM GENERAL HOSPITAL GENERAL HOSPIT :30 MLS-12-11H \$450.00 NM									
6	10/23/12	10/29/12	M-F 3-4P	M-F 3-4P	MTWTF--	:30	5	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/23/12 10/29/12 MTWTF-- 5 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPBF Tu 10/23/12 3:21 PM M-F 3-4P M-F 3-4P :30 MLS-12-08H \$400.00 NM 2 WPBF W 10/24/12 3:56 PM M-F 3-4P M-F 3-4P :30 MLS-12-11H \$400.00 NM 4 WPBF Th 10/25/12 3:56 PM M-F 3-4P M-F 3-4P :30 MLS-12-10H \$400.00 NM 5 WPBF F 10/26/12 3:33 PM M-F 3-4P M-F 3-4P :30 MLS-12-10H \$400.00 NM									
7	10/23/12	10/29/12	Dr. Oz	4-5p	MTWTF--	:30	5	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/23/12 10/29/12 MTWTF-- 5 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPBF Tu 10/23/12 4:38 PM Dr. Oz 4-5p :30 MLS-12-08H \$500.00 NM 1 WPBF W 10/24/12 4:27 PM Dr. Oz 4-5p :30 MLS-12-10H \$500.00 NM 3 WPBF Th 10/25/12 4:12 PM Dr. Oz 4-5p :30 MLS-12-11H \$500.00 NM 4 WPBF F 10/26/12 4:37 PM Dr. Oz 4-5p :30 MLS-12-11H \$500.00 NM									
9	10/23/12	10/23/12	DANCING RESULTS	8-9PM	-1-----	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -1----- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/23/12 7:58 PM DANCING RESULTS 8-9PM :30 MLS-12-08H \$4,500.00 NM									
10	10/24/12	10/24/12	MOD FAM/SUBURGATO	9-10PM	--1----	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --1---- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF W 10/24/12 9:49 PM MOD FAM/SUBURGATORY 9-10PM :30 MLS-12-11H \$4,500.00 NM									
11	10/24/12	10/24/12	NASHVILLE	10-11PM	--1----	:30	1	\$2,175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --1---- 1 \$2,175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF W 10/24/12 10:43 PM NASHVILLE 10-11PM :30 MLS-12-10H \$2,175.00 NM									
12	10/25/12	10/25/12	GREY'S ANATOMY	9-10PM	---1---	:30	1	\$3,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---1--- 1 \$3,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									



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Advertiser	Product	Estimate Number	
FL Dem Party/3PAC/SACHS	FL DEM PARTY:SACHS,B		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/25/12	10/25/12	GREY'S ANATOMY	9-10PM	---1---	:30	1	\$3,600.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/25/12	9:20 PM	GREY'S ANATOMY	9-10PM	:30	MLS-12-11H	\$3,600.00 NM
13	10/25/12	10/25/12	SCANDAL	10-11PM	---1---	:30	1	\$3,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	---1---	1	\$3,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/25/12	10:33 PM	SCANDAL	10-11PM	:30	MLS-12-10H	\$3,600.00 NM
14	10/26/12	10/26/12	20/20	10-11PM	----1--	:30	1	\$2,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	----1--	1	\$2,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/26/12	10:39 PM	20/20	10-11PM	:30	MLS-12-10H	\$2,200.00 NM
15	10/28/12	10/28/12	Sun 11:35pm Late News	1135p-12am	-----1	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----1	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/28/12	11:42 PM	Sun 11:35pm Late News	1135p-12am	:30	MLS-12-10H	\$300.00 NM
16	10/27/12	10/27/12	Sat Prime College Footba	8-1130pm	-----1-	:30	1	\$1,175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----1-	1	\$1,175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/27/12	8:06 PM	Sat Prime College Football	8-1130pm	:30	MLS-12-11H	\$1,175.00 NM
17	10/28/12	10/28/12	ONCE UPON A TIME	8-9PM	-----1	:30	1	\$3,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----1	1	\$3,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/28/12	8:38 PM	ONCE UPON A TIME	8-9PM	:30	MLS-12-11H	\$3,600.00 NM
18	10/26/12	10/26/12	PRIMETIME	9-10PM	----1--	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	----1--	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/26/12		PRIMETIME	9-10PM	:00		\$1,000.00 NM
Credited									
20	10/27/12	10/27/12	ACCESS HOLLYWOOD	12:30 AM	-----1-	:30	1	\$25.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----1-	1	\$25.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/27/12	12:30 AM	ACCESS HOLLYWOOD WKND	12:30 AM	:30	MLS-12-10H	\$25.00 NM
21	10/25/12	10/25/12	LAST RESORT	8-9PM	---1---	:30	1	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	---1---	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/25/12	8:20 PM	LAST RESORT	8-9PM	:30	MLS-12-10H	\$1,800.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log



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Advertiser	Product	Estimate Number
FL Dem Party/3PAC/SACHS	FL DEM PARTY:SACHS,B	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	10/25/12	10/25/12	LAST RESORT	8-9PM	---1---	:30	1	\$1,800.00	
Class of Time - Pre-emptible with notice									
Total Spots							39		

Payment Terms 30 Days

<u>Gross Total</u>	\$36,875.00
<u>Agency Commission</u>	\$5,531.25
<u>Net Amount Due</u>	\$31,343.75